

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yingwei Claire Cui et al. Art Unit : 2673  
Serial No. : 10/649,585 Examiner : Unknown  
Filed : August 27, 2003 Conf. No. : 4994  
Title : IMPROVING CONTENT-TARGETED ADVERTISING USING COLLECTED  
USER BEHAVIOR DATA

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REVOCATION AND NEW POWER OF ATTORNEY

Under 37 CFR §3.73(b) GOOGLE INC., a Delaware corporation, certifies that it is the assignee of 100% of the right, title and interest in the patent application identified above by virtue of an assignment from the inventors of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel 017182, Frame 0394 on January 12, 2006.

The undersigned, acting on behalf of the assignee, is empowered to act on behalf of the assignee and hereby revokes all powers of attorney previously granted in the applications and appoints the practitioners associated with:

**PTO Customer Number: 26192**

with full power of substitution and revocation, to prosecute the application and to transact all business in the United States Patent and Trademark Office connected therewith.

All correspondence regarding the application should be sent to:

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Direct all telephone calls to Barbara A. Benoit, Reg. No. 54,777, at telephone number (202) 783-5070.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are

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punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Respectfully submitted,

Date: September 12, 2007



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David Drummond  
SVP, Corporate Development and  
Chief Legal Officer

Fish & Richardson P.C., P.A.  
60 South Sixth Street  
Suite 3300  
Minneapolis, MN 55402  
Telephone: (612) 335-5070  
Facsimile: (612) 288-9696